METHOD AND SYSTEM FOR

SETTING AN OPTIMAL PREFERENCE POLICY FOR AN AUCTION

ABSTRACT

5   One embodiment of the present invention provides a method and system that determines the optimal preference policy for a market, such as an auction, with respect to a multiplicity of possible evaluation criteria that auction participants or other end users specify. In one embodiment, a method and system that configures the optimal preference policies that can be implemented in any market, particularly an auction,

10   applicable to any auction format a market decision maker may wish to conduct. An embodiment of the present invention estimates bidders' private information and correspondingly identifies exploitable asymmetries to implement a preferential treatment policy. In one embodiment, this method is implemented on a computer system, under the control of software and firmware directing the operation of its

15   processor and other components. In one embodiment, a computer readable medium causes a computer system to execute the method.